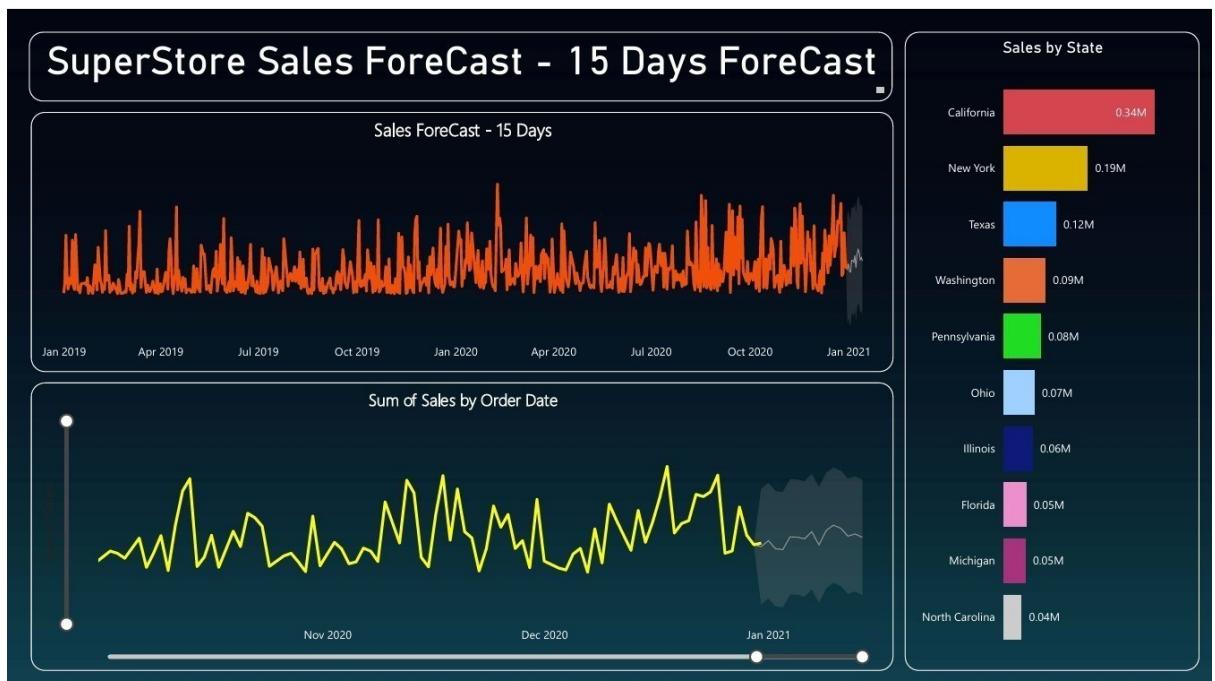


# Super Store Sales Dashboard



# Super Store Sales Dashboard



## Introduction

My project title is **Super Store Sales Dashboard**. I created this dashboard using **Power BI**.

The main goal of this project is to analyze **sales performance, future sales, and customer behavior**.

This dashboard is divided into **three slides: Sales Overview, Sales Forecast, and Customer Analysis.**"

## SLIDE 1: SUPER STORE SALES DASHBOARD

(Sales Overview)

⌚ Purpose of this slide:  
To understand overall sales, profit, orders, and product performance.

**Sales by Payment Mode (Donut Chart – Top Left)**

**What it shows**

- How customers pay for orders:

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- **COD – 41%**
- **Online – 39%**
- **Cards – 20%**

## How to explain

“This chart shows sales by payment mode.  
Most customers prefer Cash on Delivery, followed by Online payments.”



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## ② Sales (Card)

Value: 0.3M

## What it shows

- Total sales amount

## How to explain

“This card shows the total sales of the store.”



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## ③ Orders (Card)

Value: 5K

## What it shows

- Total number of orders

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## How to explain

"This card shows the total number of orders placed."



---

## 4 Profit (Card)

Value: 27K

## What it shows

- Total profit earned

## How to explain

"This card shows the total profit earned by the business."



---

## 5 Ship Days (Card)

Value: 13

## What it shows

- Average delivery time

## How to explain

"This card shows the average shipping time in days."



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## 6 Sales by Region (Donut Chart – Central 100%)

### What it shows

- Sales based on selected region
- Currently Central region is selected

### How to explain

"This chart shows sales by region.  
Here, the Central region is selected using filters."



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## 7 Sales by Segment (Donut Chart – Bottom Left)

### Segments

- Consumer – 48%
- Corporate – 33%
- Home Office – 20%

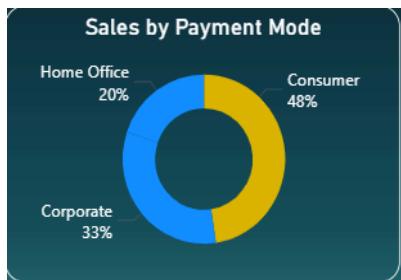
### What it shows

- Sales contribution by customer type

### How to explain

"This chart shows sales by customer segment.  
The Consumer segment contributes the highest sales."

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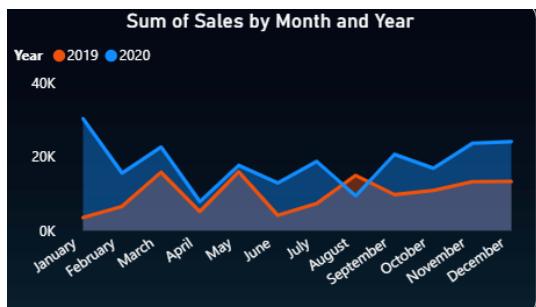
## 8 Sum of Sales by Month and Year (Line Chart – Center)

### What it shows

- Monthly sales comparison for:
  - 2019
  - 2020

### How to explain

"This chart shows monthly sales for different years.  
It helps us understand sales trends over time."



---

## 9 Sales by Ship Mode (Bar Chart – Right Center)

### Ship Modes

- Standard Class – 0.21M
- Second Class – 0.07M
- First Class – 0.04M
- Same Day – 0.02M

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## What it shows

- Sales based on delivery method

## How to explain

"This chart shows sales by shipping mode.

Standard Class is the most used delivery option."



---

## 10 Monthly Profit by YoY (Line Chart – Bottom Center)

## What it shows

- Monthly profit comparison:
  - 2019 vs 2020

## How to explain

"This chart compares monthly profit year by year.

It helps us analyze profit performance."



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## 1 1 Sales by Category (Bar Chart – Bottom Right)

### Categories

- Office Supplies – 0.15M
- Furniture – 0.11M
- Technology – 0.09M

### What it shows

- Sales by product category

### How to explain

"This chart shows sales by category.  
Office Supplies have the highest sales."



## 1 2 Sales by Sub-Category (Bar Chart – Bottom Right)

### Sub-Categories

- Chairs – 46K
- Binders – 43K
- Phones – 43K
- Storage – 32K

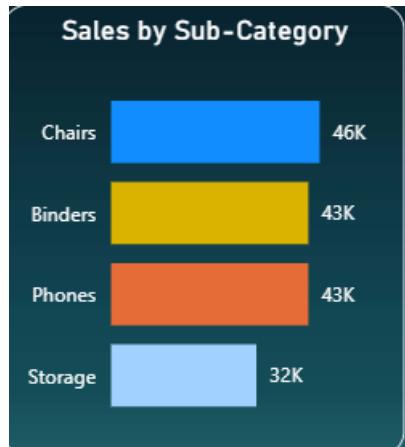
### What it shows

- Top-selling products

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## How to explain

"This chart shows sales by sub-category.  
Chairs and Phones are top-selling products."



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## ① ③ Sum of Sales and Profit by State (Map – Right)

### What it shows

- Sales and profit by state
- Bigger bubble = more sales

### How to explain

"This map shows sales and profit by state.  
California is the top-performing state."

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**ONE-LINE SUMMARY FOR SLIDE 1**

"This slide gives a complete overview of sales, profit, orders, customers, and product performance."

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## SLIDE 2: SUPERSTORE SALES FORECAST – 15 DAYS

⌚ Purpose of this slide:

To predict future sales using past sales data.

### Sales Forecast – 15 Days (Top Line Chart)

What it shows

- Sales trend from Jan 2019 to Jan 2021
- Grey shaded area = next 15 days forecast

How to explain

"This line chart shows historical sales data and predicts sales for the next 15 days. The grey area represents the forecasted sales range."

Why it is important

- Helps business plan inventory and demand



### ② Sum of Sales by Order Date (Bottom Line Chart)

What it shows

- Daily sales trend for recent months
- Forecasted sales at the end

How to explain

"This chart shows daily sales based on order date. It helps us understand short-term sales fluctuations and future trend."

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## ③ Sales by State (Right Bar Chart)

### State-wise Sales

- California – 0.34M
- New York – 0.19M
- Texas – 0.12M
- Washington – 0.09M
- Pennsylvania – 0.08M
- Ohio – 0.07M
- Illinois – 0.06M
- Florida – 0.05M
- Michigan – 0.05M
- North Carolina – 0.04M

### How to explain

"This bar chart shows sales by state.  
California is the top-performing state, followed by New York and Texas."

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#### ONE-LINE SUMMARY FOR SLIDE 2

“This slide helps us forecast future sales and identify top-performing states.”

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## SLIDE 3: CUSTOMER ANALYSIS

⌚ Purpose of this slide:

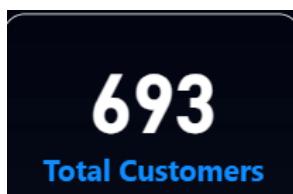
To understand customers, revenue, and retention behaviour.

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### ① KPI Cards (Top Section)

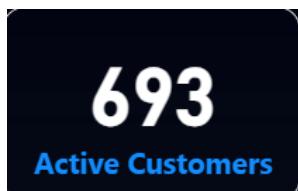
- ◊ Total Customers – 693

“This shows the total number of customers.”



- ◊ Active Customers – 693

“All customers are active in the selected year.”



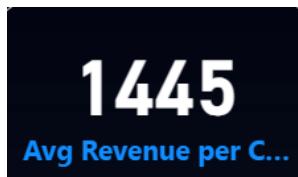
- ◊ Total Revenue – 1M

“This shows total revenue generated from customers.”



- ◊ Average Revenue per Customer – 1445

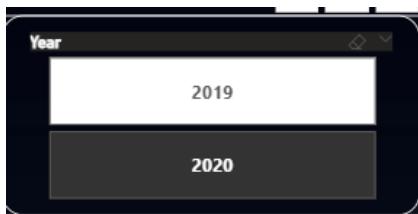
“This shows how much revenue one customer generates on average.”



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## ◇ Year Filter (2019 / 2020)

“This slicer helps compare customer data by year.”



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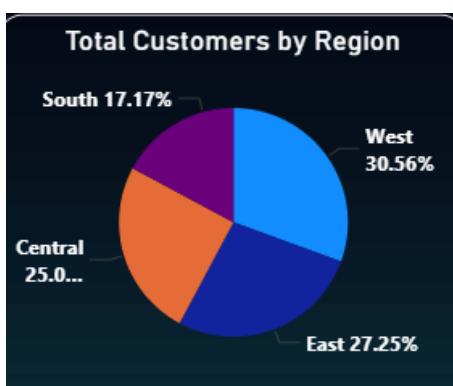
## ② Total Customers by Region (Pie Chart)

What it shows

- West – 30.56%
- East – 27.25%
- Central – 25%
- South – 17.17%

How to explain

“This pie chart shows customer distribution by region.  
The West region has the highest number of customers.”



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## ③ Total Customers by Segment (Bar Chart)

Segments

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- Consumer – Highest
- Corporate – Second
- Home Office – Lowest

## How to explain

"This bar chart shows customers by segment.  
Consumer segment has the most customers."



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## ⚡ Retention Rate % by Month (Line Chart)

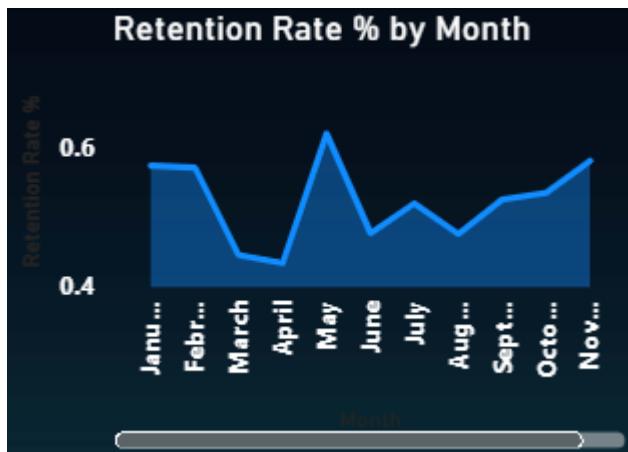
### What it shows

- Monthly customer retention trend

## How to explain

"This line chart shows how many customers are retained each month.  
Higher retention means customers are coming back."

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## 5 Total Revenue by Customer Name (Bar Chart)

What it shows

- Top revenue-generating customers

How to explain

"This bar chart shows customers who generate the highest revenue."



## 6 Total Customers & Revenue by State (Map)

What it shows

- Customer and revenue distribution across US states

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## How to explain

"This map shows which states have more customers and higher revenue."



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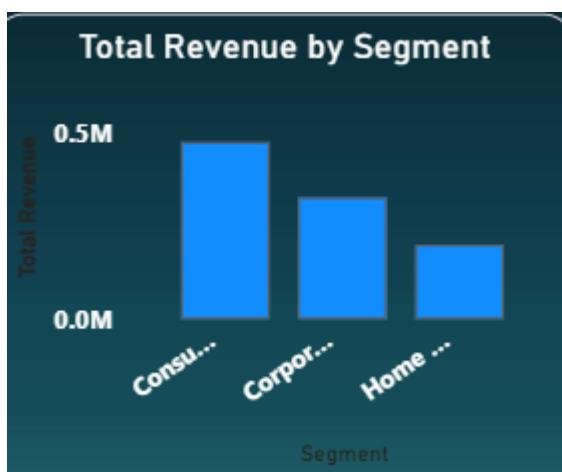
## 7 Total Revenue by Segment (Bar Chart)

### What it shows

- Consumer – Highest revenue
- Corporate – Medium
- Home Office – Lowest

### How to explain

"Consumer segment generates the highest revenue."



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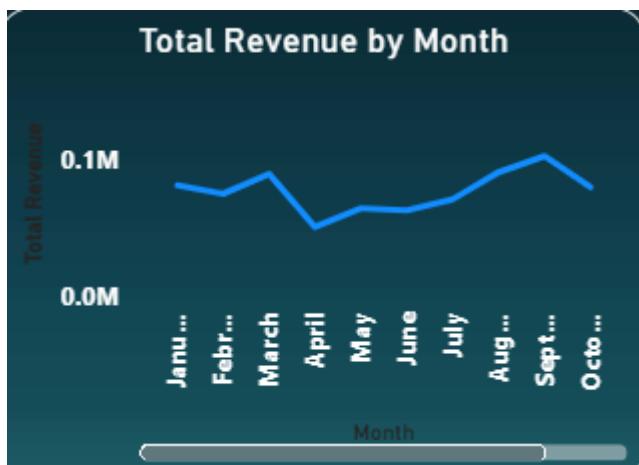
## 8 Total Revenue by Month (Line Chart)

What it shows

- Monthly revenue trend

How to explain

"This chart shows how revenue changes month by month."



## 9 Total Revenue, Profit & Quantity by Customer (Scatter Chart)

What it shows

- Relationship between revenue, profit, and quantity

How to explain

"This chart shows how revenue and profit change with quantity sold."

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**ONE-LINE SUMMARY FOR SLIDE 3**

"This slide helps us understand customer behavior, revenue contribution, and retention."